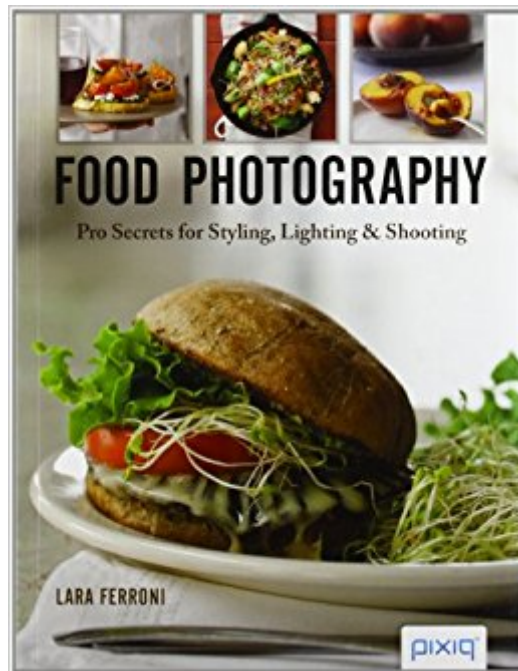


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# Food Photography: Pro Secrets For Styling, Lighting & Shooting



## Synopsis

Top blogger and pro photographer Lara Ferroni serves up a one-stop guide to food-photography success! Packed with her tried-and-true secrets, this comprehensive guide details everything you need to know about sourcing and styling food, drinks, and props. Ferroni profiles several of the industry's top professional food photographers, and includes detailed case studies of their most successful shots--complete with lighting diagrams and equipment setups. This diverse collection of stunning images and easy-to-follow shooting instructions perfectly encompasses the field of modern food photography, covering everything from blog and editorial photography to corporate advertising and publicity shots.

## Book Information

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## Customer Reviews

This is a basic beginner book. Looking at Lara's beautiful blog, I expected more from the book.

There were lot's of pretty pictures and not one setup shot! There are sketched setups in the back of the book with various other food photographers (not Lara) She covers basic food photography lens, tripod, cameras. She shares some stylist info, but there are better food photogrsphy books out there with way more info, like Food Photography by Nicole Young or Plate to Pixel by Helene Dujardin. Save yourself some money and skip this book by Lara. One year later: That was my initial review, but after llighting for a year I see there is no 'one size fits all' lighting setup. This s a wonderful book for beginners and the diagrams in the back are very helpful starting points

Lara Ferroni's FOOD PHOTOGRAPHY is a blanket survey of a growing industry. A reader looking for information on formal and informal aspects of food photography will not find it in this volume. The information on the tools of photography, lighting, etc. is lacking in depth, and though interesting, the photo-essays of practitioners of the art provide little information as to their techniques or composition of their work. Very few, if any secrets in this volume that are not covered in other works in this field. Nash Black, author of SANDPRINTS OF DEATH

For the price, this book is a STEAL!!! It starts out with basics both in photography, food photography areas of focus, and food shooting. Then it goes into individual shots, by great food photogs, and how they view the methodologies and their setups. Some shots I thought were merely very good, others absolutely great! Certainly the information is invaluable to get you started in the genre. This is a great book, and worth way more than I paid. I am a semi-pro becoming more pro photographer, and while nature photography is my forte', food is what is next on my palate and plate. A great starting primer for me and for anyone. Oh... and please, the pancakes on page 145... Please?

I'm just getting started in food photography (and sometimes wish I hadn't started -- it's difficult!), and this book lays out essentials I needed to know. Eventually, a photographer will get a child or a pet to pose just long enough to get a good picture, but food does not wait (hot gets cold, cold gets warm, leaves wilt, sauce quickly loses its glisten, etc.). Things like room temperature and proper lighting are essential. Knowing the food, planning and setting up equipment for a shot well in advance, and fast work, are just some of the extremely important considerations in capturing a shot of magazine cover quality. This is a good book for beginners to more advanced photographers. Also, it has helped me, as a chef, with my presentations -- I now "see" food on a plate differently (we eat food with our eyes before our mouths, so styling is very important).

As a studio photographer I was looking to be inspired by this book. The photography was poor, the display and food placing was even worse and no hints and tips as to the props one uses in food styling. I had to be inspired from YouTube tutorials to get my inspirations. What a waste of my money and time. Went straight into the bin what a waste of money.

Lara's book is a great resource for anyone interested in learning about all aspects of food photography. Everything from camera settings, lighting, composition, food and prop styling, post

processing, to business practices of a food photographer. Lara also identifies the different kinds of food photography, each with its challenges and characteristics. The later part of the book is dedicated to real case studies with professional food photographers. This is my favorite part of the book as we get to see how different individuals set up their shots, their gear, how they approach lighting and how they actually shoot. What I really liked about this book is that it gives us insight into the creative aspects of food photography as well as the technical ones. Plus it is easy to read and full of beautiful images. Definitely on my handy-book shelf.

Very useful and handy in taking pictures for my upcoming cookbook. -- The Motherland Cookbook. I recommend this book for those who are getting into this business

It's interesting in showing what the big guys are doing with their photo's. But as far as styling techniques, very weak on that.

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